



Thank you for your interest in 2Market Services, a professional marketing and sales consulting group offering you over 60 years of combined marketing experience delivering:

- Leadership positions with teams and agencies
- Providing strategy and planning recommendations for Multi-Channel Marketing programs
- Developed strategic plans with Marketing Analytics, CRM, Relationship Marketing and Direct Marketing.
- Identified marketing opportunities, proposed segmentation solutions and created ROI-measurement actions.
- Analysis-based marketing strategy with Customer Insights, Satisfaction/Loyalty survey reports, and Internal Sales studies.
- Integrated marketing communications and brand building practices.
- Sales Forecasting through Demand Planning systems and future purchase modeling programs.
- Broad-base experience with Consumer Package Goods, Foodservice, Janitorial, Industrial and Retail brand challenges.
- Champion of Customer Affinity programs that measure a variety of determinants of customer equity, including frequency of contact, caliber and consistency of touch points, value-added services, responsiveness, business policies and practices, problem resolution, cooperative planning and innovation.
- Excel at Competitive Intelligence and Benchmarking.
- Pricing and promotion effectiveness studies.

In today's volatile business climate having the ability to adjust quickly to changing market conditions is vital. **"DEFEND WHAT'S YOURS, SECURE WHAT'S NOT"** By outsourcing some or all of your Marketing and Sales Management costs to 2Market Services, eliminates hidden costs associated with full-time employees maintain strict budget constraints.

For more information [Contact Us](#) today!

